

# ADVANCE MESSENGER OF ALADDIN

YOUR ALADDIN  
CATALOG  
IS COMING

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IS COMING

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CATALOG  
IS COMING





# Aladdin References

Sold by the  
GOLDEN  
RULE

I have bought a  
number of Aladdin  
Houses. They are O.K.  
*Uncle Sam*

We granted this Medal to  
the Aladdin Ready-  
Cut System of  
Construction.  
*Panama Pacific  
International Exposition*



We granted  
this Medal to  
the Aladdin Co.

*Michigan Agricultural Society*



The Aladdin Co. is finan-  
cially responsible and will  
fill agreements to the letter.

*First National Bank  
of Bay City*

Aladdin Houses purchased  
for State Employees  
are O.K. *State of  
Michigan*

Aladdin Houses  
Save Money

*50,000 Aladdin Customers*



# A Little Journey to the Home of Aladdin



We all like to trade with our friends—with people we know. But until we know something about a person or an institution, we hesitate to extend our friendship or our trade.

We are sure this agrees with your good common sense.

And we are sure that you will be deeply interested in the following more or less intimate visit with Aladdin.

The vital thought from which sprang the great Aladdin institution and from which has developed the tremendous Read-Cut house industry, was originated in the brain of W. J. Sovereign in 1905. The gradual unfolding, growth and development of the technical, mechanical and constructional problems through the years that followed have been completely under his direction.

Joined with him from the beginning, O. E. Sovereign has developed the financial, sales and business management of the company.

The affairs of the company have never been out of the hands of these two executives, who are sole owners of the company; W. J. Sovereign being President and O. E. Sovereign, Secretary-Treasurer and General Manager.

## This Book is NOT *the* Aladdin Catalog

The Aladdin catalog which you will receive by the next mail is probably the most beautiful, most expensively prepared and the most valuable ever produced on the subject of home building. It is the work of the highest priced men—authorities in their respective lines—in the country. It is the cream of our fourteen years' experience in this business, and has cost thousands of dollars to produce. It is invaluable to you if you expect to build a home. Watch for its arrival.



THE HOME OF ALADDIN

These two men were born and raised right in Bay City and have spent their lives practically on the same street. All of which means that *you are dealing with men of known history, integrity, character and ability.* Customers of ten years ago can write to Aladdin today and know that *the management is unchanged*; that they are writing to and dealing with old friends.

That you may know what the city and state think of the heads of the Aladdin Institution, it is only necessary to mention that between these two men, the Messrs. Sovereign, the following positions of trust have been occupied by them:





**W. J. SOVEREIGN**  
*President*



**O. E. SOVEREIGN**  
*Sec., Treas. & Genl. Mgr.*



|   |  |
|---|--|
| President of the Bay City Board of Commerce.        | Michigan State Chairman Red Cross Roll Call. |
| President of the Bay City Rotary Club.              | Director of First National Bank.             |
| President of the Bay City Home Builders Co.         | Director Bay County Savings Bank.            |
| President of the Bay City Boat Club.                | Director Bay County Building & Loan Ass'n.   |
| Chairman of the Bay County War Board.               | Vice President of Boy Scouts.                |
| Chairman of the War Labor Board.                    | Director Bay County Red Cross Chapter.       |
| Chief of the American Protective League.            | Director Bay County War Chest.               |
| Chairman Bay County Liberty Loan.                   | Member State Community Council.              |
| Civilian Aide to Adjutant General of United States. |  |

These two men originated the ready cut house idea, initiated the fundamentals of the plan, developed the technical side, fostered its growth and perfected the great organization as it now exists.

This organization consists of the general offices at Bay City, with the largest single plant in the world devoted exclusively to the production of homes.

The general offices and plant are supplemented by four other complete manufacturing plants and sales divisions located at strategic points over North America as follows:

Wilmington, North Carolina, serving the states of Maryland, Delaware, Virginia, North Carolina, South Carolina, Georgia, Florida and the District of Columbia.

Hattiesburg, Mississippi, serving the states of Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas and New Mexico.

Portland, Oregon, serving the states of Washington, Oregon, Idaho, Montana, Wyoming, California, Nevada, Utah and Arizona.

Toronto, Canada, serving the provinces of Canada.

Each one of these plants is located in the heart of the timber sections of the country and shipments are made direct from and correspondence conducted with our customers from these divisions to the states in their respective territories.

No other organization can begin to match this in all the things necessary for the highest grade of service to our customers.

But let's turn to an inspection of the organization, that part of it with which *you* first come in contact, the offices.

It's human nature to form opinions by comparison. Well, then, Aladdin has the largest office organization in Northern Michigan. Practically two hundred men and women are busily engaged in the thousands of office details which form a part of the day's work. Each is a specialist in a particular branch and carries a part of Aladdin's responsibility to his customers and friends—to you. They form just one big family with picnics and camping in summer and parties and entertainment in winter; welded together by a love of Aladdin's work, and confidence in each other and the company.

## What happened to your letter



**W**

HEN your letter reached the offices, it did not wait to be delivered in the usual way, but was met by Aladdin's special delivery and hurried

to the Aladdin office building in the heart of Bay City's business district. Immediately upon arrival it, with thousands of others, went to the mail opening department where a quite wonderful electric letter opener receives envelopes as fast as they can be

poured into a hopper. This little machine shaves a thin thread of paper from one side of each envelope, not enough to touch the contents, but just enough to open it, and remove the contents. This machinery is started working before 7:30 each morning so that when the workers arrive, the mail is spread before them ready to start the day's work.





## Where Headwork Begins



WITH the distribution of the incoming mail begins the wonderful Aladdin Service System, *Golden Rule Service* which is built up, operated and maintained to *serve you* as you wish to be served in every detail of your contact with Aladdin.

Your letter is read thoroughly and carefully, referred to the correspondence files for previous correspondence, passed on to the proper department, studied and answered with fidelity to all details.

The freight department is consulted for quotations on transportation costs and facts; the estimating departments for figures on erection; the architectural department for important matters of design; the plumbing and heating department for information on these important matters; the draughting department for foundation plans and the Department of Service for decorating, painting and landscape gardening.

## Famous Board of Seven

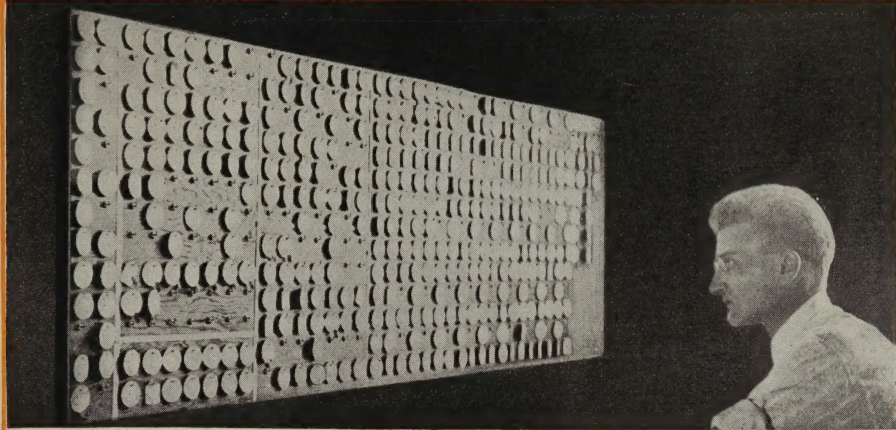
Backing up all these many departments of specialists and this tremendous fund of facts and experience, is the Famous Board of Seven wherein is condensed the rich experience and knowledge gleaned from exhaustive study and contact with the erection of thousands of American homes.

And just think! These authorities are eager to help solve YOUR building problem; to aid *you* in acquiring the home that you want. And you couldn't pay for their services if you wanted to. They are life blood of Aladdin, inseparable from Aladdin and counted in as a part of every Aladdin house.

It's easy to compare Aladdin prices with other prices and to *know* their advantage over others. But where can you find an organization that in any way compares with Aladdin's? And you can't appreciate it until you test it.







## The Magic Board



WHEN will order numbers 8051, 8172, 8283 and 8386 reach the mitre department?" asked a voice over the phone.

"8051, 8172 are now in the mitre department, 8283 will be ready at 3:00 today, 8386 will enter first thing in the morning," was the answer.

"When will orders 8402, 8407, 8408, 8409 be loaded?" was question number two, answered with the following:

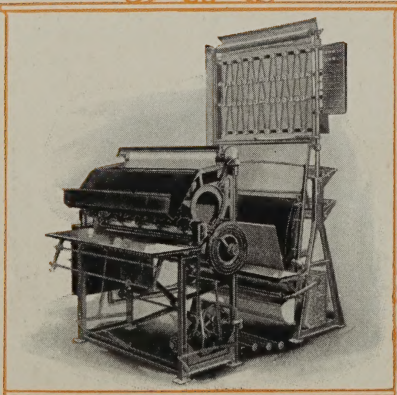
"8402, 8407, 8408 go to the loaders with batch number three today. Order 8409 is being held for shipping date from the customer."

After we listen to this conversation, we begin to wonder how it was possible for a man a mile from the whirling saws in the mills to answer these questions intelligently.

But we learn it is "The Magic Board" upon which hang hundreds of round tags that resemble targets at the shooting galleries.

And, it is really the target of efficiency, also the target of information for hundreds of Aladdin employees.

It shows the actual workings of every turning wheel that helps to manufacture Aladdin Houses, and locates, routes and hurries every order from the hour it enters the mill until the order is ready for the assemblers and loaders. The magic board, which was originated by Aladdin for the manufacture of houses, is one of the most valuable features in connection with Aladdin's mill efficiency.



It eliminates—as if by magic—mistakes in routing, delays in shipping and errors in loading.

And its workings are truly magic. On this board, the different sections of manufacture are divided off in squares according to the system and journey of every order thru the mill. In each square are a number of small hooks—the number is determined by the capacity of the section or department of the mill.

As soon as a house order is received and passes thru the Drafting Departments, it is accompanied by a small tag and takes a position on the magic board.

On this small tag is, in reality, a history of the order. The date received, style of house, shipping point, order number and date to be shipped.





This is where efficiency starts and keeps the house progressing thru the mill until it is on its way to the shipping point. When the order is received and entered, it is also given a schedule upon which it is to be manufactured. Each different operation or process entering into the manufacture of the house is given a certain amount of time in which it must be completed. The orders are then placed on schedule for the different operations.

After the time for the different processes is decided for the houses in the mill, they are placed on a schedule—all in rotation—so that the work on each house is started the hour it is received and progresses until it is loaded and billed to destination. And the vital importance of completing each operation on scheduled time is understood by everyone in the Aladdin employ.

The board gives the manufacturing progress of every order at a glance.

First, the order tag is placed on the section given over to "Big Ben," the giant machine in the mill that cuts and frames the bill stuff for the house. If, by chance, Big Ben was unable to start work on the house the hour it was received, the operator makes a report that reaches the "magic board" immediately, giving the information. That is why the small, red daggers or clips are attached to the small tag—they signify that the schedule upon which this order was placed calls for completion of the work on that day, and so it is absolutely necessary for the operators to complete this immediately.

After the work which was consigned to Big Ben is completed, the order progresses on its journey to the cut-off saws, mitre saws, trimmers and finishers, to the cabinet and hardware departments and then to the loading or assembling room. The work for each department, no matter how small, is kept on scheduled time from the start to finish. In that way, the small tag makes a trip across the "magic board" in keeping with its progress thru the mill, so that at a glance, it is possible to tell whether or not it is being manufactured according to schedule.

The object of this—the magic board—is summed up in one word—efficiency. Efficiency is the art of working systematically and is the elimination of unnecessary motion so as to secure the maximum of production.

Efficiency is as essential to manufacturing as steam to the locomotive.

It is the magic lever of bigger production and lower costs.

It enables the manufacturer to do two things where only one was accomplished before.

Aladdin Houses are manufactured upon the highest principles of mill efficiency.

Every order or house is in reality planned for manufacture twenty-four hours before the work is started.

And if the "magic board," the exponent of efficiency for the Aladdin mills, were not in use, it would be next to impossible to learn whether or not the different departments were working up to maximum production or completing their work as quickly as possible.

This is another feature that helps to keep the cost of manufacturing down—because Aladdin mills are working to capacity at all times—hence the customer pays for no lost time or unnecessary motion.







## *A Trip to the Mill*



UPPOSE we leave the offices for the present and ride out to the mill, where many acres are devoted to lumber, buildings, machinery and tracks.

The piling yards contain many millions of feet of lumber, piled along nearly two miles of our own railroad tracks. Great mountains of fine cedar shingles, lath piled high and many stacks of heavy timbers are found in excellent orderliness, awaiting their turn to be called into the mill for working into houses.

All lumber from the yard enters the mill in car loads only. Let's follow this car and see where it goes.

## *The Genii of the Mill*

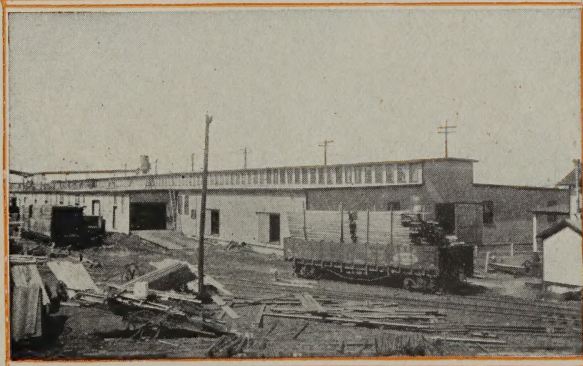
The nervous, bustling little switch engine whisks the cars of rough lumber from the piling yards and threading its way over intricate switches pokes them under the high protected receiving section of Mill 4. Several men board the car and take up the work of starting the rough lumber on its way through the Readi-Cut System.

And here awaits the Genii of the Mill. An inert mass of cold steel, iron, leather and wood, needs but the touch of a button, like the rubbing of the ancient lamp, to spring into being, its liquid blue flames crying with eagerness as the

great motors instill the breath of life, its snapping belts, its roaring gears, its flashing knives and shrieking saws—seeming like energy unbridled!

But watch!

The great planks are flowing steadily, evenly, smoothly, into the iron maw, under rolls, shaved to silkiness by the whirling knives, ripped cleanly by flashing teeth and re-sawed neatly by the steel

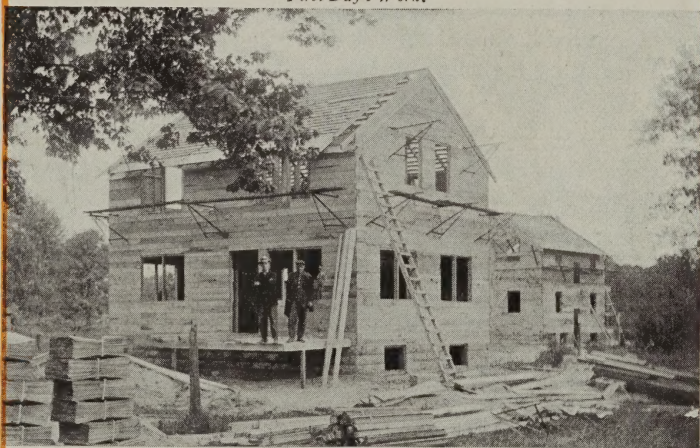




# Different Stages during the Erection of the Georgia No. 1



*First Day's Work.*



*Noon, Third Day.*



*Fifth Day.*

The Georgia No. 1 was erected in Bay City. It is one hundred Aladdin's homes. It was erected in Aladdin's home in Bay City say, "Seen over night." The work progressed very rapidly, and in contrast between Aladdin's and the old-fashioned work. For example, one home station was ready for the occupancy included complete work on every one of the many completed has progressed with

The erection data on interesting. One carpenter completed the carpenter work. The men finished the painting in eight days.

It is understood, of course, that the plumbers and painters were not in time the carpenter work was wiring and plumbing ready as soon as the frame-work. All the work was in preference from one or another.

The plumbing, plastering and painting work was contracted. The builder secures estimates. The records are of no importance. They may be secured locally.

When the erection completed in Bay City, are reported by our customers. We find many have made completing some of the work. In fact, George Wellman, the lathing and painting in spare time. This means between \$40 and \$55. Other ways. However, the records give an idea how the work on a



# ing the Erection of Georgia

pictured here  
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Readi-Cut methods  
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Aladdin progresses.



*Seventh Day.*

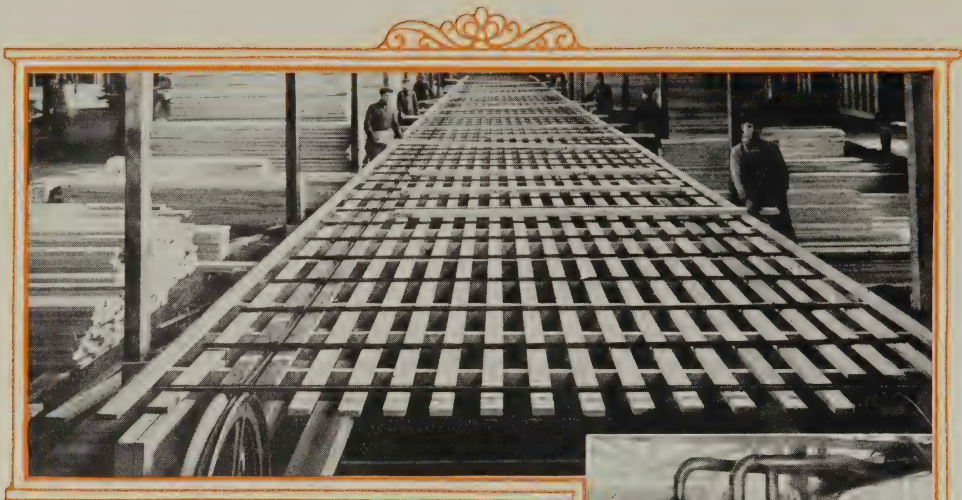


*Eleventh Day.*



*Lathed, Plastered and Interior Completed. Finished on the Twentieth Day*

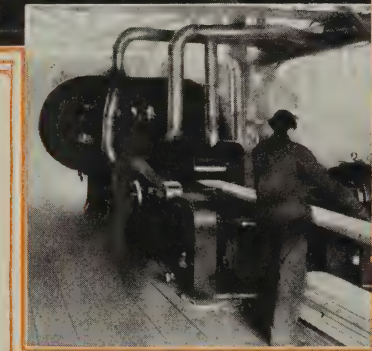




toothed ribbon that slides through the timber as easily as you'd part your hair.

A great 2x12 inch plank has been ripped into three two-by-fours, re-sawed into six one-by-fours and all of them planed smooth, and at a speed of three hundred board feet a minute. How long do you suppose it would take one hundred carpenters to do the same thing?

That's the Genii's right arm. Let's look at the left, which extends nearly three hundred feet down this section of the mill.

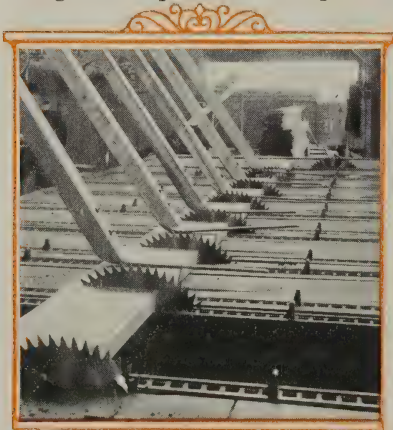


## *The Song of the Saws*

The sixteen foot one-by-fours drop into the Genii's great nine-fingered hand—called prosaically a "gang trimmer"—which is handled like a great pipe organ whose deep notes are touched by the feet of the player. The artist who governs the "Song of the Saws" must be both quick of thought and fleet of foot. As the long boards pass him in rapid succession, he must flash a decisive eye, touch one

or two or three levers with his foot to catch and cut a defect by raising one saw, dropping another and cut each piece to standard lengths. Nine saws give nine notes which this artist says is enough to play "Home, Sweet Home"—and he does it all day long.

Now watch the Genii's arm gather up the finished pieces and deliver them down the long stock room, each size and each length finding its proper place on Aladdin's shelves, all completely manufactured ready for your home. This is the largest lumber conveyor ever built and of course, designed especially by Aladdin's experts.





# "Volume" - the Magic Word

**T**HE first rule in the Decalogue of Manufacturing is: *To lower the cost, divide the several parts of the labor employed into simple, specialized, mechanical operations.*

But this won't work without the mystic word,

And that word is "VOLUME!"

Your local contractor may build ten houses a year. Could he afford to invest \$50,000 in a "Genii" to lower his cost on the ten houses twenty per cent?

"Volume" of business makes possible the highly specialized machinery found throughout the Aladdin mills; makes practicable the investment of \$10,000 in a single machine that will lower the cost \$5.00 on a house!

But that \$5.00 is multiplied twenty to thirty times for each house and saves every buyer of an Aladdin from \$100 to \$200 on *construction cost alone*.

## A Battery of Quick-Action Saws

Backing up the Genii, the "42 centimeter" of the mill, is a battery of quick-action saws. These saws are manned by rapid workers in preparing clean, straight dimension lumber for the highly developed mitre department.

Did you ever watch a carpenter measure off a two-by-four with his two-foot rule, take his square and pencil a line across it, and, picking up his saw, patiently saw his way through the piece? It takes time, doesn't it?

Just watch the Aladdin way! Without moving his position, the operator grasps the two-by-four from the truck at his elbow, slips it on the saw table, a flash of steel and it's done.

But how does he measure it, you ask.

You probably didn't notice the long steel measuring instrument stretching away from the edge of the saw. It is graduated to one-sixteenth inch, with a steel gauge. The saw leaps forward at a movement of the foot. It's done so swiftly, so easily and withal, so accurately, that you just naturally marvel!





# The Magic Square

**D** ID you ever sit in church and marvel at the interlacing beams and girders that support the high roof? Suppose you were given two figure—the width of the church and the height of the roof—and were then told to cut all those mitres and angles and bevels with a saw so that they would fit perfectly when the workmen carried them up on the scaffold.

Could you do it?

You could with *the Magic Square* if you *knew how to use it*.

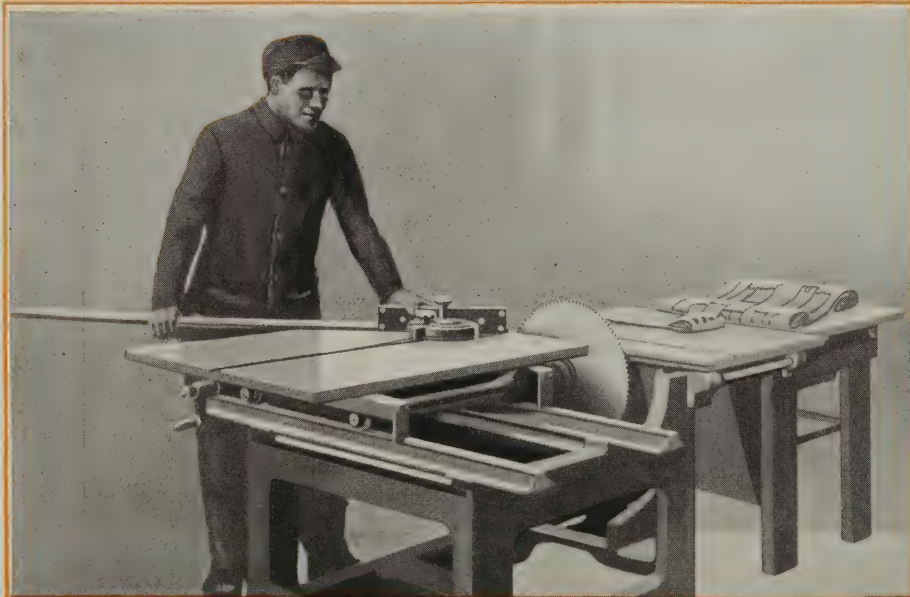
The Magic Square is as old as the builder's trade. You have seen it hundreds of times, and yet the chances are you looked upon it without interest and little suspected its wondrous capabilities.

It will give the formula for the most intricate geometric problem; is used by astronomers to reveal the height of the stars and the size of the sun; it gauges the firing angle of the battleships' guns. In the builders' art, it is the first tool on the draughting board, the first tool on the foundation—and the most important throughout the undertaking.

## The Master of the Square

You will find hardly one carpenter in ten who has mastered the Steel Square. Chiefly, he uses it to measure the length of a board and to square up the end, for sawing. Let's turn from the battery of saws to the battery of brains, the mitre men and *the Master of the Square*.

Without the angle, mitre and bevel, architecture would be as uninteresting as a dry goods box. It's the business of these men to apply the Magic Square; to form and fashion beautiful roofs, shapely dormers, interesting brackets and eave-work that give to Aladdin houses the distinction rarely found elsewhere.







## The Point of a Pencil

With his blue prints before him, the Master of the Square selects a straight, clean timber. His square and pencil glide swiftly up the length of the piece. The mystic numerals point a line here, a dot there—and the builder's dream has been consummated. The experience and skill of the ages, the stored up knowledge of mathematics and geometry and

the vast and intricate science of manufacturing are concentrated in the point of this pencil.

Turn now to the series of steel tables.

There's a hum underneath, as the motor gives impulse and speed to a sharp edged saw. How flexible seems the whole affair. The operator touches a lever and the steel top of the saw table tips. Another lever and the saw itself takes an angle. Sliding guides move about the surface. Each movement is designed to follow the dictates of the Magic Square and pencil.

The lumber leaves this wonderful machine, trimmed to length, mitred and beveled. What takes the carpenter hours to do is accomplished in a few seconds.

As the pieces leave the saw table, they are marked with stamp and stencil, carefully bundled and placed on trucks ready for shipping. Great care is exercised and a system almost infallible guards the marking and handling to insure against error.

As we leave the mitre saws we pass another battery of quick-action saws on the north side of the mill, a big "American Moulder and Matcher" and enter long lanes of window frames, door frames, sash, mouldings and interior finish. It's the largest stock of finished house building material ever gathered together. And you'll look in vain for a single knot, for a single stain, for a single defect.

## Purified Lumber

And this leads us to inspect the famous Dollar-A-Knot Siding in Mill 8. Under this roof are thousands and thousands of feet of "Pure and Unadulterated" raw material. It's the finest array of blemish-free lumber imaginable. Each piece is stamped with our Dollar-A-Knot Guaranty. Adjoining is the flooring warehouse—Mill 7 with its own mitre saws and trimmers and the glazing rooms, where carloads of glass are stored, cut and put in the windows and doors. We make our own leaded glass, but this work is done in Mill 6 because that is the mill in which Aladdin cabinets, bookcases and fine woodwork are manufactured, and where leaded glass is used. Beyond are the outside finish yards and sheds. And you'll look in vain for knots or defects here.

"I never heard of such a wonderful stock of fine lumber," exclaimed a large contractor who was inspecting the mill recently. "It's not hard to find narrow or short clear lumber, but look at those 18 foot 12 inch wide boards. Pile after pile of them, beautiful in grain, and not a defect to be found in the YARD!"





# Aladdin's Pride - the Cabinet Shop



**T**

HE finest equipped woodworking mill in the country!" was the enthusiastic statement made recently by a prominent machinery manufacturer as he concluded an inspection of our Cabinet Mill.

He was right.

Positively the last word in machinery and equipment is found in our Cabinet Mill. It's responsible for the quality and workmanship of the interior finish, stairways, bookcases, cabinets, and other similar work in Aladdin Houses.

Highly skilled artisans work at long benches or manipulate special machinery. That peculiar bucket-shaped iron affair in the hands of the workman is an electrically driven stair builder. It's almost a jack-of-all-trades. It will house a stair stringer, mould the end of a church pew or panel a porch column—and do it with lightning rapidity.

Here's a machine with a long sandpaper belt!

It's used to smooth all interior finish, and what beautiful results it gives!

## The Whirlwind

Next is a chain mortiser. Did you ever watch a carpenter mortise a door, i. e., cut the hole in the edge to receive the lock? He bores away with auger and bit, making several holes, and then takes his chisels and chips and blows and chips until he has consumed a great deal of valuable time.

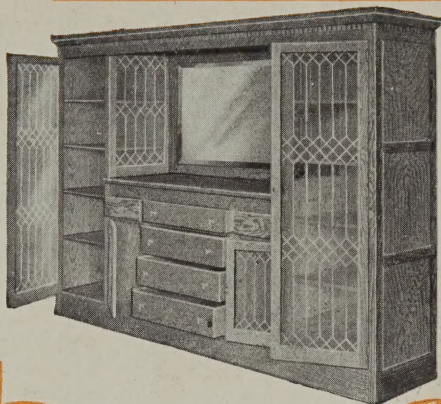
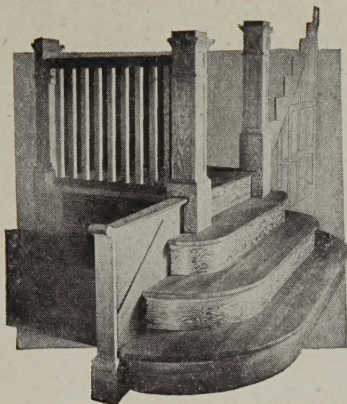
Watch *this* workman lean a door against the chain mortiser. That's about all there is to it. He leans the door against it but an instant, *a whirlwind of shavings*, and takes it away. The door is mortised!

You pass door-making machinery, sash machinery, screen machinery, lathes, drum



*Automatic Stair Builder*





sanders, special rips, planers and moulders. Here in one section is the glue room, another the bench men, and beyond is the finish stock room.

## *What All This Means to You*

By the application of the aforementioned first rule of manufacturing, we have been able to improve quality and lower cost so that your dollar will bring you immensely more returns, more value in the home you build, than would be possible by any other method, manner or way of building.

It means that you are receiving the combined skill of master craftsmen at the price you would usually pay for the most ordinary kind of work. As the quiet, smooth running, powerful and beautiful mechanism, the modern automobile, is the product of master engineers and manufacturers and is beyond the ability of the ordinary blacksmith, so is the Aladdin house the product of brains, skill and unlimited resources, commanding the highest efficiency in workmanship and material.

*Your home emerges from an organization as complete as that required for the building of a mammoth twenty-story steel structure.*

## *And Now about Service*

"Just what will you do for me besides shipping me my house?" we have been asked by prospective customers. Our answer is "we will do any one, or all of the following, depending upon your needs:

Help you dig your cellar.

Help you build your foundation.

Help you build your chimney.

Help you get the right workmen.

Help you erect your house.

Help you with your plumbing,  
lighting and heating.

Help you plaster.

Help you paint.

Help you decorate and paper.

Help you furnish your home.

Help you lay out your grounds.

Help you plant your trees and  
shrubs.

These helps come to you through special personal letters from our experts, special books and pamphlets written for our customers, and in illustrated instructions. You are completely independent of local conditions. And there is no charge whatever for these services to ALADDIN CUSTOMERS.



## Honor in Business is always an Asset

"To fulfill every promise; to mix integrity with every article you sell; to be courteous and kind; to be fair always to all men; to build up with hope for better things as your guiding star; to keep faith with others, as well as yourself; to try to do the thing better than it has been done; to hate sham, shoddy and bombast; of such is the kingdom of successful business."

## Aladdin Achievements

What Aladdin has done for others is important to you as indicating what he can do for you. Aladdin has built six cities. Aladdin Houses received highest awards at the *Panama-Pacific International Exposition*. (*World's Fair*). *Michigan State Agricultural Exposition*.

Selected by the United States Government to co-operate in the production of an ideal workman's cottage. Selected by State of Michigan to furnish homes for State Officials. Furnished houses for the British Government. Furnished a house for the president of the Republic of Liberia, East Africa. The president of the Locomobile Company lives in an Aladdin House. The city of Charleston, South Carolina, is an Aladdin customer.

We have furnished from one to three hundred and fifty Aladdin Houses to each of the following great industrial concerns:

A. D. Julliard & Co., Aetna Chemical Co., Aetna Explosives Co., Alan Wood, Iron & Steel Co., Atlantic Mills, Inc., Atlas Powder Co., Bristol Brass Co., Calumet and Hecla Mining Co., Cudahy Refining Co., Dominion Coal Co., Dow Chemical Co., Dupont Powder Co., Ford Collieries Co., H. E. Bell & W. G. Zoller, H. L. Barber & Co., Hercules Powder Co., Kent Mfg. Co., The; Lukens Iron & Steel Co., M. A. Hanna Mining Co., Manhasset Mfg. Co., Mark Mfg. Co., National Acme Mfg. Co., Pennsylvania Coal & Coke Corp., Pennsylvania R. R. Co., Pere Marquette R. R. Co., Pittsburg Plate Glass Co., Rich Creek Coal Co., Standard Oil Co., Standard Silk Co., The Tide Water Pipe Co., Ltd., Valley Mould & Iron Co.

Do Aladdin customers come back to us for more houses? Here's the evidence:

One of the above customers placed the following quantity orders for Aladdin houses at intervals of from two to eight weeks apart covering a period of a single year:

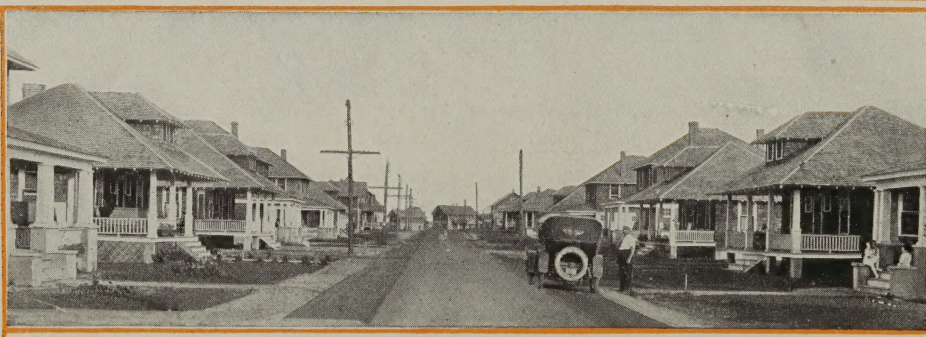
|                       |                             |                        |
|-----------------------|-----------------------------|------------------------|
| Sixty Aladdin Houses. | Thirty-One Aladdin Houses.  | Six Aladdin Houses.    |
| Forty Aladdin Houses. | Sixty-Seven Aladdin Houses. | Two Aladdin Houses.    |
| Fifty Aladdin Houses. | Twenty-Six Aladdin Houses.  | Twelve Aladdin Houses. |

Can stronger evidence be given—than that a great modern business house shall time after time buy and erect Aladdin Houses in large numbers? Doesn't it prove effectively that Aladdin Prices, Aladdin Quality and Aladdin Service are supreme?

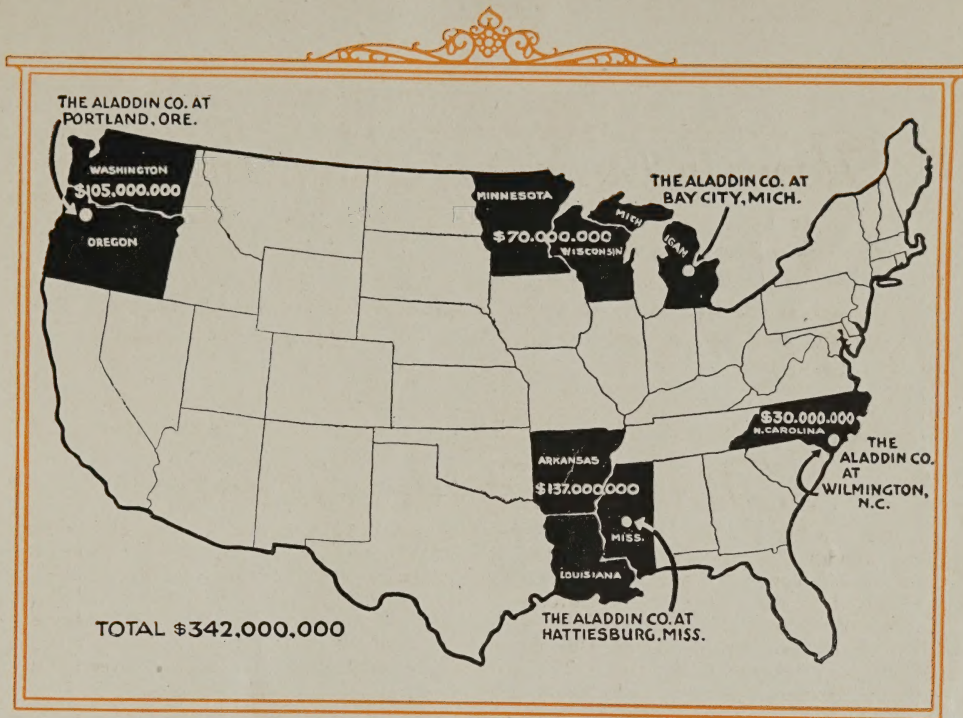
*What you will find in your Aladdin catalog which will reach you by the next mail.*

Over five hundred thousand prospective home builders wrote to Aladdin last year.

Think of it! Over a half million American families interested themselves in Aladdin houses in one year alone. And almost every city, town, village and hamlet in the United States is represented in our correspondence. "What a wonderful knowledge of home builders' needs this must give you," we have been told. It does.







## Nine Greatest Lumber Producing States Note Location of Aladdin Lumber Mills- at the Edge of the Forests

And the Aladdin catalog you are about to receive is built up out of the condensed facts, the priceless experience, we have garnered out of this association with home builders.

Authorities who have examined the latest Edition of the Aladdin catalog state that it surpasses any book ever published on this subject—in value and assistance to the home builder; in completeness of subject and in beauty of illustration and description.

The first fourteen pages are devoted to an important explanation of the wonderful Aladdin Read-Cut System of Construction which has almost revolutionized building methods.

You will learn how the Aladdin System saves at least 18% lumber waste, practically one-third of the labor bill and many other economies, *for your benefit.*

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Again permit us to state the importance of a careful reading of the first fourteen pages.

And remember that to get the fullest and most complete information on the house of your choice, you will need to write us which one you are interested in so that we can mail you *all* the facts about it. We have many interesting things to tell you which could not possibly be gotten into the catalog.

If you don't receive your catalog within one week, write us on a postal card: "Catalog not received, send another"—and sign your name and address.

## THE ALADDIN COMPANY

EXCLUSIVE MANUFACTURERS ALADDIN HOUSES

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Hattiesburg  
Mississippi

Western Division  
Offices and Mills  
Portland  
Oregon



# *Aladdin Homes in Wintertime*

